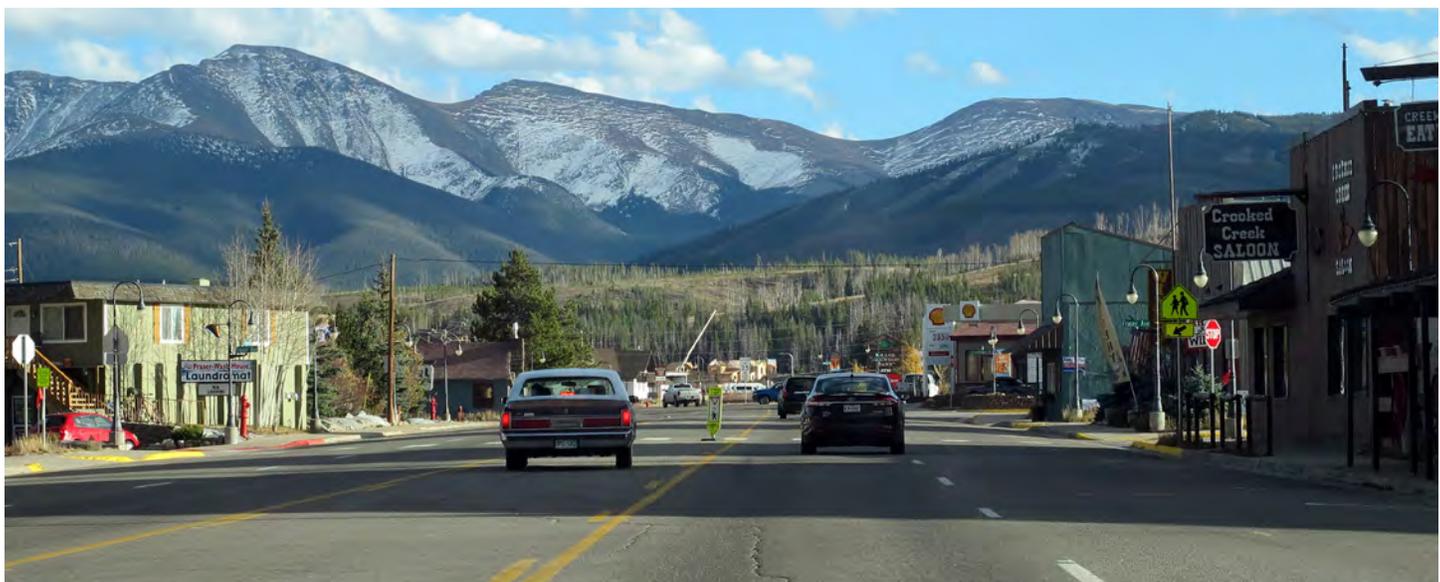




2017 DOWNTOWN FRASER STRATEGIC PLAN

Fraser, Colorado



PROJECT PARTNERS



Town of Fraser
www.frasercolorado.com



Colorado Department of Transportation
www.codot.gov



Community Builders
www.communitybuilders.org



studioINSITE
www.studio-insite.com



Charlier Associates, Inc.
www.charlier.org



Development Research Partners
www.developmentresearch.net

ABOUT COMMUNITY BUILDERS

Community Builders (CB) is a non-profit dedicated to helping local leaders create strong and prosperous communities in the American West.

CB provides information, analysis, assistance and trainings to support the many people and organizations working to build better places by aligning their community's planning and economic goals.

The goal of the CB assistance program is to provide communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories that inspire and inform other places.

Information about the CB technical assistance program can be found at:

www.communitybuilders.org/how-we-help/community-assistance

USING THIS REPORT

This technical assistance report is the product of a collaborative effort between the Town of Fraser, Community Builders, Charlier Associates Inc., studioINSITE, Development Research Partners, Colorado Department of Transportation, and community members.

This report provides strategies for near-term and long-term enhancements to downtown Fraser. The recommendations in the report were crafted from input from elected and appointed officials, town staff, stakeholders and the community. Recommendations for implementation funding have also been included.

Many of the actions identified in this report will necessitate further study, as well as additional collaboration amongst local partners. This report is intended to serve as a guide for moving this effort forward.

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PROJECT CONTEXT

Project Purpose

In Fall 2016, the Town of Fraser partnered with Community Builders, studioINSITE, Charlier Associates, and Development Research Partners (i.e., the CB team) to craft a shared community vision for downtown Fraser, as well as develop specific action steps to facilitate implementation of this vision. The project focused on developing solutions to improve safety and multimodal function of US Highway 40 (US40), as well as strategies for select development areas within, and adjacent to, the Town's core. The sites studied by the CB Team included "FroDo" (a 0.843-acre town owned parcel), Victoria Village, and the Poleyard (refer to map below).

Background

The Town of Fraser, Colorado, is a small community of roughly 1,224 people (2010 Census), located between the Town of Winter Park and the Town of Granby in the Fraser Valley. US40 and the Union Pacific Railroad bisect Fraser, impacting mobility within the community, as well as influencing land use patterns in the Town's core. Furthermore, Fraser's proximity to the Winter Park ski resort has resulted in the Town serving as a bedroom community for seasonal employees unable to afford the cost of living in Winter Park.



In recent years, the Town has completed a number of studies and planning efforts that have identified the need to improve the safety and multimodal function of US40, in addition to expanding social, economic and housing opportunities for residents. Creation of a cohesive, vibrant, walkable downtown is a key strategy identified for bolstering the local economy and further enhancing Fraser’s unique sense of place.

COMMUNITY ENGAGEMENT

A number of engagement techniques were employed to facilitate stakeholder and community involvement in the creation of a shared vision, goals, and design solutions for downtown Fraser that included:

Online Survey

To kick off the project, an online survey was prepared and made available to the community to respond to. The survey included both transportation and development questions related to downtown Fraser. The survey was available to the public over the course of the project. Survey results have been published as a separate document.

Goal Setting Workshop

A goal setting workshop was hosted at Fraser Town Hall in early October 2016. This workshop offered an opportunity for town staff, elected and appointed officials and the community to provide input on a vision for downtown Fraser. Preliminary survey results were presented at the workshop to update meeting attendees on what others in the community were saying.

Design Workshop

The CB Team traveled to Fraser in mid-October 2016 to participate in a two-day Design Workshop hosted at Fraser Town Hall. Over the course of the workshop, the CB Team worked with town staff, elected and appointed officials, and the community to develop multimodal solutions for US40 and design concepts for a handful of key development sites within and adjacent to downtown Fraser. The solutions and concepts were crafted around the community input provided via the online survey and goal setting workshop.

“Fraser is a **fun** and **funky** town and that **whimsy** needs to be preserved”

-comment from online survey



A two-day Design Workshop was hosted in Fraser in mid-October 2016. The workshop offered a number of opportunities for community members to review, and comment on, design concepts being developed by the CB Team for US40, the Riverwalk District, Victoria Village and the Poleyard.

COMMUNITY GOALS

The public, stakeholders, elected and appointed officials, and town staff voiced a number of traits that they envisioned for downtown Fraser. Broadly, the community expressed a desire for an eclectic, vibrant, family-friendly, safe and walkable downtown. To further describe the vision for downtown Fraser, five goal statements were crafted from the public's input. These goals are to be used as guiding principles for future projects within, and adjacent to, the downtown area:



Develop a vibrant Town Center that serves as a focal point for the community and attracts visitors to stop.



Preserve and build upon Fraser's fun, eclectic and historic character... "Leaving Planet Earth." Use Fraser's funkiness to bolster the Town's unique identity, as well as in creating a cohesive downtown.



Develop a diverse and resilient local economy that supports locally-owned and operated businesses, in addition to fostering entrepreneurship.



Increase mobility choices, from getting around town on foot to regional travel via mass transit.



Expand and diversify local housing options.

"Downtown Fraser needs to create and attract new development that **bring commerce and people together**"

-comment from online survey

"We need to **embrace who we are** and not try to be another Winter Park or Steamboat"

-comment from online survey

DOWNTOWN FOCUS AREAS

Four key downtown areas were studied through this planning effort. The recommendations provided for each area are aimed at facilitating implementation of the community's vision:

A US40

The recommendations for US40 focus on improving the safety and multimodal function of the highway.

Relationship to community goals:



B Riverwalk District

The recommendations for the Riverwalk District focus on creating a mixed-use neighborhood that capitalizes on its adjacency to the Fraser River.

Relationship to community goals:



C Victoria Village

The recommendations for Victoria Village focus on creating a unique, walkable neighborhood that brings additional housing options within proximity to downtown Fraser.

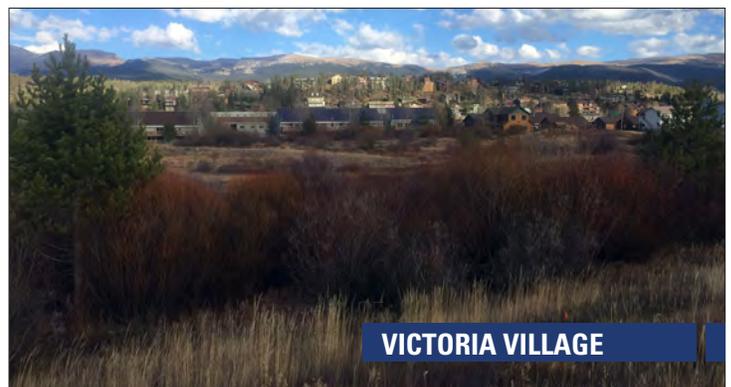
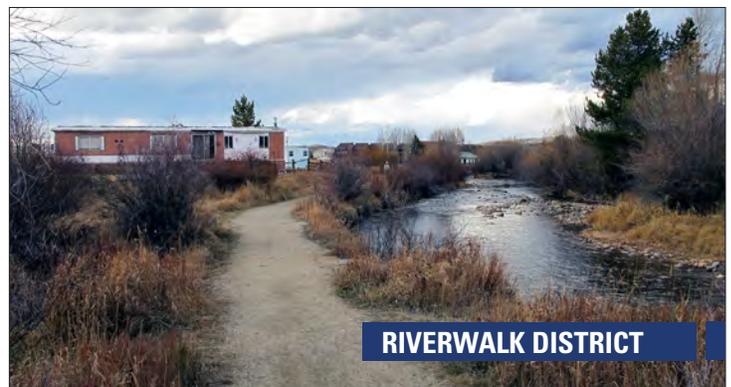
Relationship to community goals:



D Poleyard

The recommendations for the Poleyard focus on creating a unique, walkable neighborhood that brings additional housing options and business space and trade space within proximity to downtown Fraser.

Relationship to community goals:





D Poleyard

- Walkable residential neighborhood
- Compact single-family/townhomes
- Workforce/attainable housing
- Business space/trade space

C Victoria Village

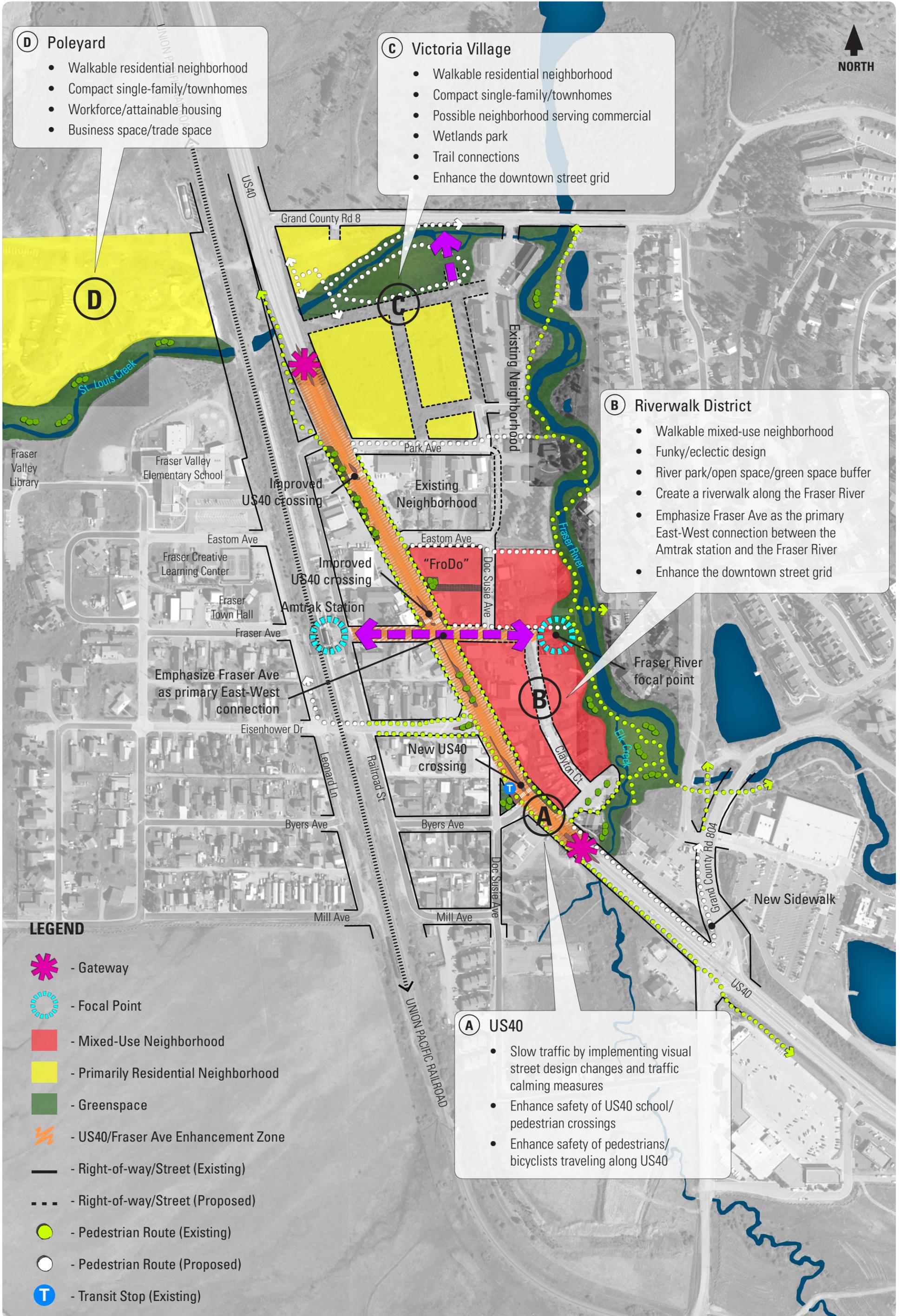
- Walkable residential neighborhood
- Compact single-family/townhomes
- Possible neighborhood serving commercial
- Wetlands park
- Trail connections
- Enhance the downtown street grid

B Riverwalk District

- Walkable mixed-use neighborhood
- Funky/eclectic design
- River park/open space/green space buffer
- Create a riverwalk along the Fraser River
- Emphasize Fraser Ave as the primary East-West connection between the Amtrak station and the Fraser River
- Enhance the downtown street grid

A US40

- Slow traffic by implementing visual street design changes and traffic calming measures
- Enhance safety of US40 school/pedestrian crossings
- Enhance safety of pedestrians/bicyclists traveling along US40



LEGEND

- Gateway
- Focal Point
- Mixed-Use Neighborhood
- Primarily Residential Neighborhood
- Greenspace
- US40/Fraser Ave Enhancement Zone
- Right-of-way/Street (Existing)
- Right-of-way/Street (Proposed)
- Pedestrian Route (Existing)
- Pedestrian Route (Proposed)
- Transit Stop (Existing)



US40

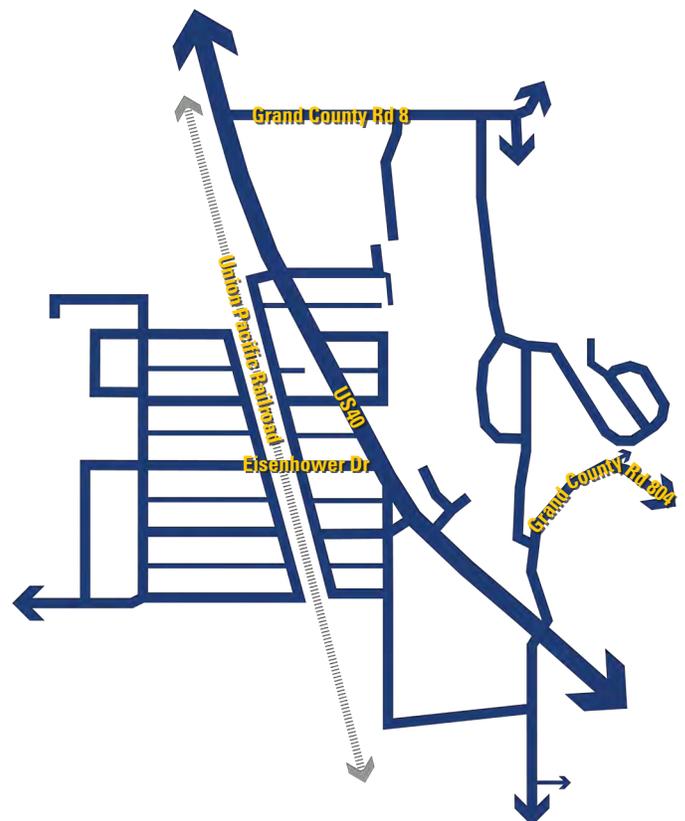
Challenges

US40 presents a number of safety and mobility challenges in downtown Fraser that include:

- Today, pedestrians and bicyclists must travel a distance of 76 feet (approximately) in order to cross five travel lanes and two parking lanes on US40. This distance presents a significant barrier to safe and convenient pedestrian/bicycle movement across the highway. The one pedestrian crash recorded in CDOT's accident data occurred at the Fraser Ave crossing.
- An analysis of CDOT's accident data for US40 (from November 2010 to March 2015) demonstrates that the number, type and severity of crashes in Fraser are indicative of vehicle travel speeds that are too high for a small town, downtown context. Refer to the *US40 Crash Analysis* in the Appendix for additional information.
- US40, north and south of downtown Fraser, is generally configured as a two-lane road. As the highway enters the downtown area, it expands to four travel lanes, a center turn lane and two parking lanes. This configuration of US40 contributes to higher traffic speeds in the downtown area, as drivers use this opportunity to pass vehicles they've been traveling behind along the two-lane portions of the highway.
- In Fraser, all roads lead to US40. The highway serves as the center piece of the town's street network. This presents a challenge in that both local and regional traffic are pushed onto the highway. This results in higher traffic volumes on the highway and in the event that US40 becomes congested or closes due to a crash or construction project, the functionality of the town's street network begins to fail.

The challenges associated with the US40 were strongly emphasized in the feedback from the community.

Existing Fraser Street Network



US40 serves as the center piece for the Town of Fraser's street network. All streets, and the traffic that they are carrying, feed into the highway. This presents a mobility challenge in that there are no alternative routes around town if US40 becomes congested. It is recommended that the street network within the downtown area be improved by strengthening the existing grid with additional street connections. Additional street connections will improve downtown mobility via more opportunities to move around without use of US40.

Design Recommendations

To address the challenges presented by US40, the following safety and mobility improvements are recommended:

- Northern downtown gateway median
- Improved US40 pedestrian crossing at the Fraser Post Office
- Improved US40 school/pedestrian crossing at Fraser Ave
- US40 access management through additional center medians
- New US40 school/pedestrian crossing at Byers Ave
- New sidewalk connection along the east side of US40 and north side of Grand County Rd 804
- Southern downtown gateway median

Refer to the *US40 Multimodal Enhancements* illustration on p. 10 for detailed information on each of the recommended improvements.

For any landscaping integrated with gateway medians or curb extensions, consideration should be given to native, drought tolerant plant species that are durable and capable of surviving in this type of environment. Consideration should also be given to an irrigation system for landscaping, as well as streetscape lighting.

Implementation Actions

Listed below are specific implementation actions recommended to facilitate improved safety and multimodal function of US40:

- Engage the Colorado Department of Transportation in a partnership to support and jointly finalize design of US40 gateway medians, improved crossings, a new crossing at Byers Ave and a new sidewalk between Grand County Rd 804 and Clayton Ave.

Apply for Safe Routes to School (SRTS) grant funding for design and construction of an improved crossing (curb extensions and pedestrian refuge island) at Fraser Ave, a new pedestrian crossing of US40 at Byers Ave (curb extensions and pedestrian refuge island), and a new sidewalk in place of east side roadway shoulder from Grand County Rd 804 to Clayton Ave.

- Apply for Highway Safety Improvement Program (HSIP) grant funding for design and construction of an improved crossing (curb extensions and pedestrian refuge island) of US40 at Park Ave (Post Office), and design and construction of US40 downtown gateway medians to help slow vehicular traffic through downtown Fraser.

Downtown Gateways



A median with landscaping, public art and/or streetscape lighting serves as a visual cue to people that they are entering a unique place (ex. a downtown). The median shown above serves as a gateway for downtown Golden, Colorado. The Colorado towns of Winter Park and Empire have both installed median islands on US40 that could serve as additional examples for Fraser to study.

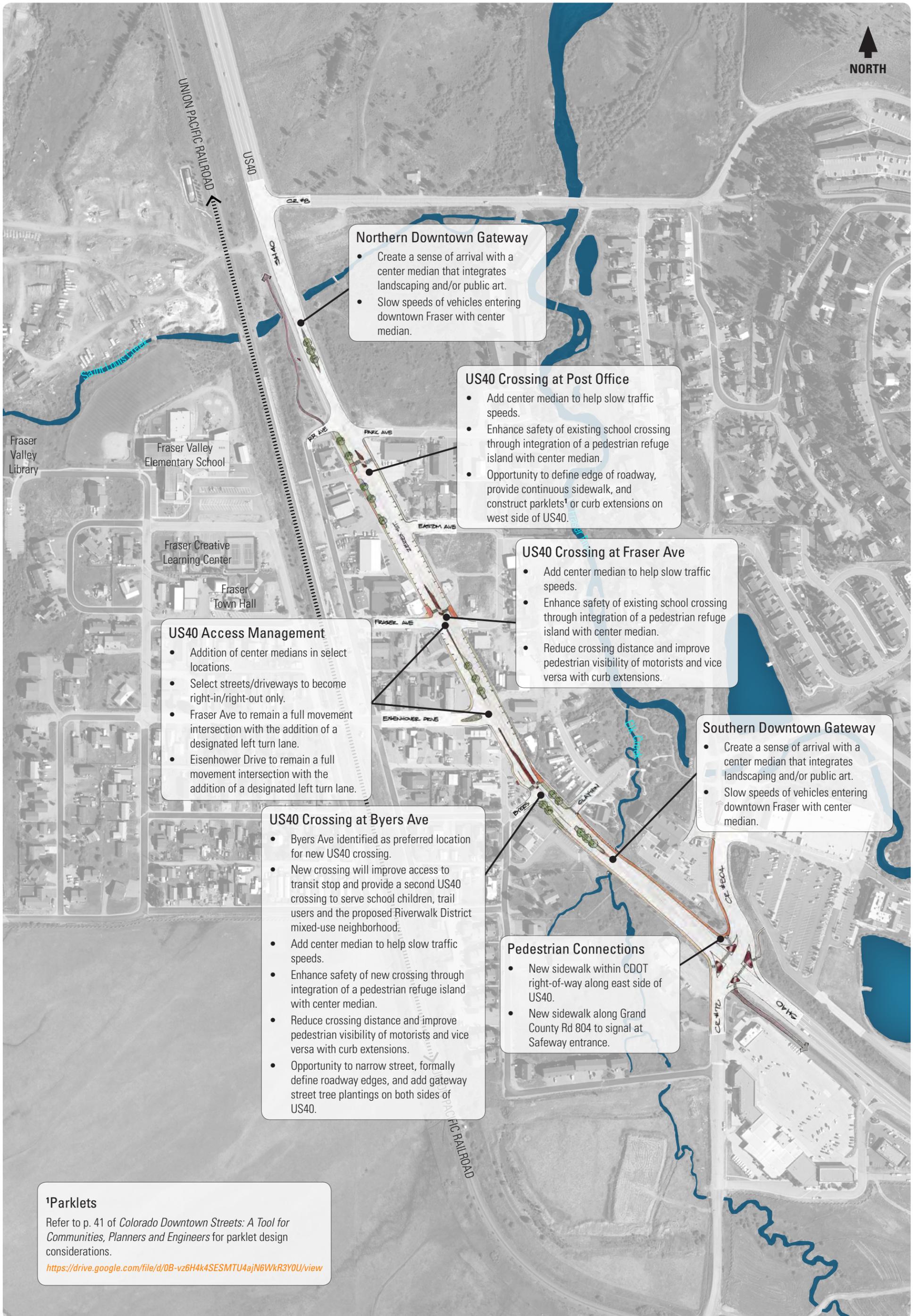
Safer Highway Crossings



Refuge islands break up street crossings into shorter, more manageable segments for pedestrians. Refuge islands also provide a protected location for pedestrians or bicyclists to pause during a street crossing.



Curb extensions (or bulb-outs) offer a number of benefits that help to encourage pedestrian activity. Benefits include: (1) Reduced street crossing distances for pedestrians; (2) Slowed traffic speeds with narrower street widths; and, (3) Space for installation of street furniture, landscaping or public art. The curb extensions shown above are located on Main Street/Highway 6 in Silt, Colorado.



Northern Downtown Gateway

- Create a sense of arrival with a center median that integrates landscaping and/or public art.
- Slow speeds of vehicles entering downtown Fraser with center median.

US40 Crossing at Post Office

- Add center median to help slow traffic speeds.
- Enhance safety of existing school crossing through integration of a pedestrian refuge island with center median.
- Opportunity to define edge of roadway, provide continuous sidewalk, and construct parklets¹ or curb extensions on west side of US40.

US40 Crossing at Fraser Ave

- Add center median to help slow traffic speeds.
- Enhance safety of existing school crossing through integration of a pedestrian refuge island with center median.
- Reduce crossing distance and improve pedestrian visibility of motorists and vice versa with curb extensions.

US40 Access Management

- Addition of center medians in select locations.
- Select streets/driveways to become right-in/right-out only.
- Fraser Ave to remain a full movement intersection with the addition of a designated left turn lane.
- Eisenhower Drive to remain a full movement intersection with the addition of a designated left turn lane.

Southern Downtown Gateway

- Create a sense of arrival with a center median that integrates landscaping and/or public art.
- Slow speeds of vehicles entering downtown Fraser with center median.

US40 Crossing at Byers Ave

- Byers Ave identified as preferred location for new US40 crossing.
- New crossing will improve access to transit stop and provide a second US40 crossing to serve school children, trail users and the proposed Riverwalk District mixed-use neighborhood.
- Add center median to help slow traffic speeds.
- Enhance safety of new crossing through integration of a pedestrian refuge island with center median.
- Reduce crossing distance and improve pedestrian visibility of motorists and vice versa with curb extensions.
- Opportunity to narrow street, formally define roadway edges, and add gateway street tree plantings on both sides of US40.

Pedestrian Connections

- New sidewalk within CDOT right-of-way along east side of US40.
- New sidewalk along Grand County Rd 804 to signal at Safeway entrance.

¹Parklets
Refer to p. 41 of *Colorado Downtown Streets: A Tool for Communities, Planners and Engineers* for parklet design considerations.
<https://drive.google.com/file/d/0B-vz6H4k4SESMTU4ajN6WkR3Y0U/view>



RIVERWALK DISTRICT

Opportunities

The Riverwalk District offers a tremendous opportunity to develop a distinct, mixed-use neighborhood in the heart of Fraser. The proposed Riverwalk District is bordered by the Fraser River on the east, US40 on the west, Eastom Ave on the north and Elk Creek on the south. The district encompasses a number of privately and publicly owned properties, including Clayton Court (private) and the town owned "FroDo" site.

The Riverwalk District's proximity and access to the Fraser River offer opportunities for river-oriented businesses and recreation. Salida, Colorado and Buena Vista, Colorado offer good examples for integration of a downtown with a river.

Refer to the *Development & Economic Overview and Property Development Strategy* in the Appendix for a detailed discussion of the development challenges and opportunities presented by the Riverwalk District.

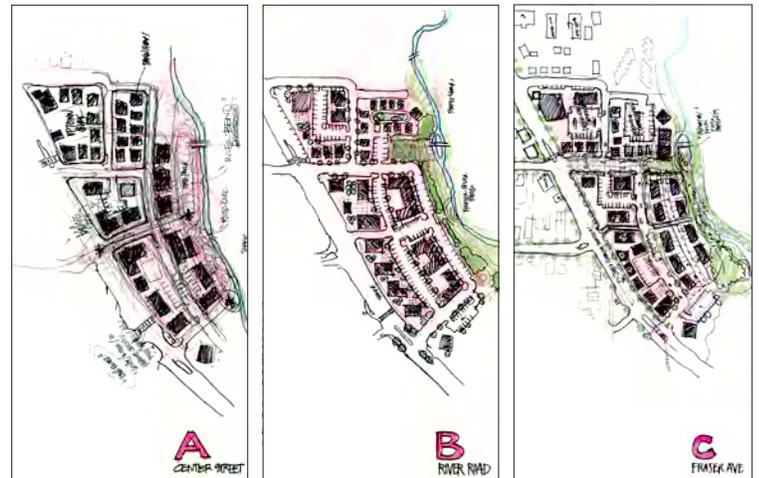
Design Recommendations (refer to p. 14)

The recommended improvements and design elements for the Riverwalk District are:

Placemaking

- Ensure that development within the Riverwalk District facilitates the creation of a unique, walkable mixed-use neighborhood.
- Design features to consider include: (1) Fronting buildings on streets in order to frame streets and create a sense of enclosure; (2) Creating streets that foster pedestrian activity (i.e., streets with wide sidewalks, street trees, public art, pedestrian scaled street lighting, and on-street parking); and, (3) Creating public spaces that serve as attractions/focal points.

Riverwalk District Concept Sketches



A number of concepts were developed for the Riverwalk District over the course of the two-day Design Workshop. These concepts were presented to the public and community members were offered the opportunity to provide feedback on the elements that they liked/disliked from each. The Riverwalk District Conceptual Plan shown on p. 14 is the outcome of the public input from the Design Workshop.

- Limit the number and size of off-street parking facilities by maximizing on-street parking and encouraging shared off-street parking. Where off-street parking facilities are necessary, locate parking behind buildings to screen from sight and reduce impacts to the pedestrian environment along streets within the Riverwalk District.
- Ensure that design within the Riverwalk District reflects the funky/eclectic character of Fraser.

Activate the Riverfront

- Allow for a variety of land uses, including multi-family housing, retail, restaurants/bars, offices, and artist/trade space within the Riverwalk District. Consideration should be given to how different types of development may influence the public feel of the riverfront. For example, residential development fronting on a river can create a feeling of being in someone else's yard.
- Balance development with open space along the Fraser River. The river offers a terrific economic opportunity but potential impacts to the river from adjacent development must be considered and mitigated.
- Creation of a river park/open space/green space buffer along the Fraser River creates opportunities for river-oriented recreation.
- Enhance the existing trail system along the Fraser River. Creation of a boardwalk/riverwalk along the Fraser River was suggested as a concept for enhancing the existing river trail.

Transform Fraser Ave

- Development/redevelopment of properties along Fraser Ave should ensure that buildings front on the street to create a sense of enclosure along Fraser Ave. For established properties, creative techniques, such as installation of small buildings along the street, should be considered to help better frame the Fraser Ave.

Enhance Downtown Street Grid

- Create a gridded street network within the Riverwalk District (as feasible). It is recommended that a street connection between Fraser Ave and Clayton Court be constructed. Another street connection that should be studied is one between Eastom Ave and Park Ave.

Reactivate Eisenhower Dr

- Encourage development/redevelopment of properties along Eisenhower Dr in an effort to reinvigorate Fraser's historic main street. This is an opportunity to enhance a unique business neighborhood utilizing existing historic structures.

Activating the Riverfront



A number of communities have worked to integrate their local rivers and streams with their downtowns. As a result these rivers and streams have become economic drivers for these towns/cities. Buena Vista, Colorado, Salida, Colorado (top photo above), Golden, Colorado and Vail, Colorado (bottom photo above) are examples of such communities and can serve as case studies for ways in which to activate Fraser's riverfront.

Funky/Eclectic Design



One of the key values expressed by the community was a desire to maintain Fraser's unique/eclectic character. The design within the Riverwalk District should reflect and bolster the community's character. Fraser has a robust artistic community that should be engaged in the design of the Riverwalk District.

Implementation Actions

Listed below are specific implementation actions recommended to facilitate development/redevelopment within the Riverwalk District:

- Review, and modify as necessary, Town policies and land use regulations to ensure that they facilitate the desired development and street networks in the Riverwalk District. Ensure that policies and regulations provide a predictable and streamlined process for development that achieves the community's vision and goals.
- Engage the Town Board/Planning Commission, Town staff, property owners, the development community and the public to develop strategies for achieving development/redevelopment of properties within the Riverwalk District. Refer to the *Development & Economic Overview and Property Development Strategy* in the Appendix for strategies to consider.
- Compile information for properties within the Riverwalk District. Information to gather includes physical/site information, relevant infrastructure information, zoning information, and market data. Use this information, as well as the information included in this report, to market the Riverwalk District development opportunities to a broad audience. OppSites.com is an online platform that could be used to showcase these opportunities.
- Utilize town owned properties to catalyze additional investment and development/redevelopment within the Riverwalk District.
- Utilize development/redevelopment within the Riverwalk District to activate and enhance the Fraser River frontage.
- Engage the Town Board/Planning Commission, Town staff, property owners, business owners and the public to develop strategies for enhancing the streetscape along Fraser Ave.
- Modify Town street design standards for the Riverwalk District. Refer to the *Local Street Cross Sections* in the Appendix for street sections to consider.

Fraser Ave as a Main Street



Fraser Ave presents an opportunity to tie the Amtrak Station with the Fraser River. Streetscape enhancements (ex. landscaping, sidewalks, street lights, or public art) and street wall buildings will help to transform Fraser Ave into a Main Street type street. The sketch above offers a conceptual idea for what Fraser Ave could look like at the corner near the Crooked Creek Saloon.

Creative Techniques for Framing Fraser Ave



A number of creative techniques could be employed to help established properties along Fraser Ave better engage the street. Small buildings could be permitted to frame the street, as well as screen surface parking lots.

Entrepreneurial Space



Shared entrepreneurial spaces, such as co-working space or makers space, are becoming more popular in today's economy. The Riverwalk District presents an opportunity to bring these types of spaces, and jobs, to downtown Fraser.

Riverwalk District Conceptual Plan

Technical Assistance - Fall 2016



For Illustrative Purposes Only



VICTORIA VILLAGE

Opportunities

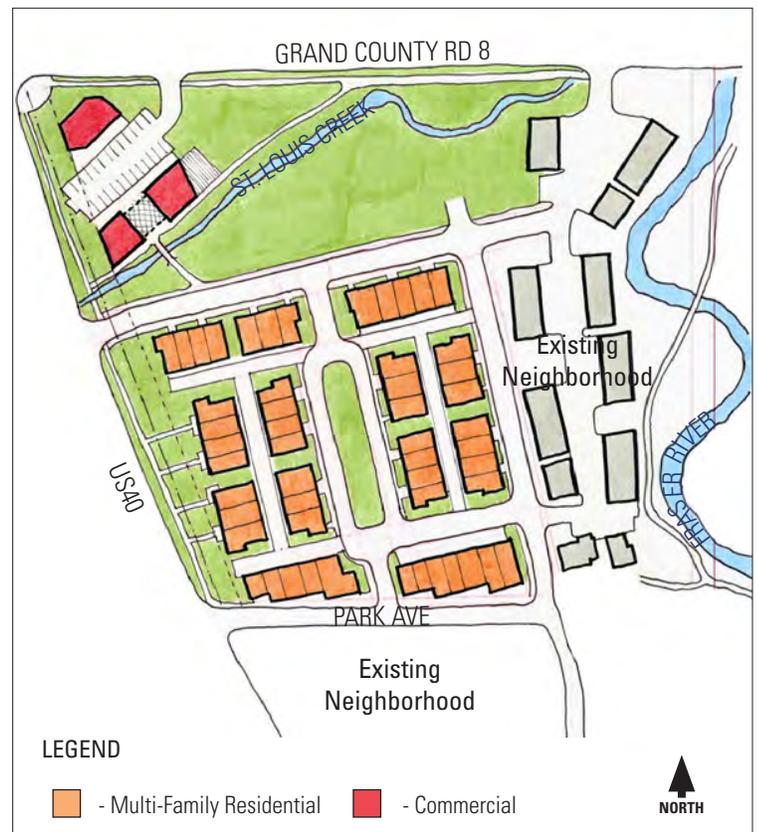
Victoria Village is a small subdivision on the northern edge of downtown Fraser. Originally platted as a 46 lot subdivision back in the 1980s, the property currently sits vacant. The location of the subdivision presents an opportunity to bring additional housing within walking distance of downtown. It is recommended that future development of Victoria Village be designed to offer a range of smaller housing units and strive to provide housing products that currently do not exist, or exist in limited quantity, in Fraser. Examples of the recommended housing products include small lot single-family homes and townhomes.

St. Louis Creek and its adjacent wetlands offer an opportunity to create a wetlands park/open space area as a feature of the Victoria Village neighborhood.

Victoria Village is bordered by US40 on the west. Given the site's highway frontage there may be discussion about a commercial component to future development on the property. If commercial development is to be incorporated, it is recommended that it be limited to neighborhood serving commercial (i.e., commercial space that can be supported by the customer base within the neighborhood). There are concerns that significant commercial development along the highway could exacerbate the "strip town" feel of Fraser.

Refer to the *Development & Economic Overview and Property Development Strategy* in the Appendix for a detailed discussion on the development challenges and opportunities presented by Victoria Village.

Victoria Village Concept Sketch



The CB Team developed a couple of concepts for Victoria Village over the course of the two-day Design Workshop. The sketch above depicts the concept of developing Victoria Village as a well connected, walkable, residential neighborhood (with the possibility for limited neighborhood serving commercial). While the concept above shows primarily townhouse units (i.e., the orange rectangles), a mix of compact housing units is recommended in order to provide housing options for a range of income levels.

Design Recommendations

The recommended improvements and design elements for Victoria Village are:

- Ensure that development within the Victoria Village facilitates creation of a unique, walkable neighborhood.
- Design features to consider include: (1) Creating a well-connected neighborhood street network that encourages pedestrian activity (i.e., a gridded street network with narrow streets and alleyways, streets designed to accommodate on-street parking, sidewalks, street trees, and pedestrian scaled street lighting); and (2) Encouraging homes to be designed with front porches to foster social activity along neighborhood streets.
- Create a gridded neighborhood street network that further strengthens the downtown grid on the east side of US40.
- Integrate St. Louis Creek (and adjacent wetlands) into the site design for Victoria Village. Create a trail system along the creek and wetlands that connects to the other trail systems in Fraser.

Implementation Actions

Listed below are specific implementation actions recommended to facilitate the development of Victoria Village:

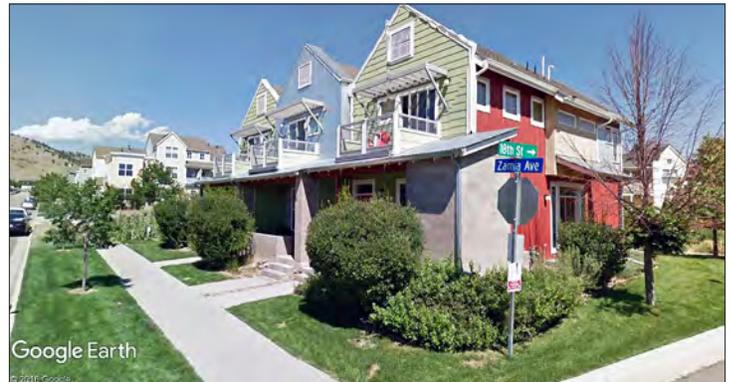
- Engage the property owner(s) and/or their representative(s) to review concepts developed for
 - Victoria Village. Encourage a modified design for Victoria Village that reflects the community's vision and goals.

- Review, and modify as necessary, the Town's policies and land use regulations to ensure that they facilitate the desired development and street networks in the
 - Victoria Village. Ensure that policies and regulations provide a predictable and streamlined process for development that achieves the community's vision and goals.

- Modify Town street design standards for Victoria
 - Village. Refer to the *Local Street Cross Sections* in the Appendix for street sections to consider.

- If the property owner(s) does not intend to participate in the development of Victoria Village, compilation
 - of information and marketing of this development opportunity should be pursued (refer to the approach recommended for the Riverwalk District).

Compact Housing Units



It is recommended that Victoria Village be developed as a primarily residential neighborhood that offers a range of compact units. Shown above are two examples of smaller housing units that could easily blend into a small town, like Fraser. The top photo is from the Holiday Neighborhood in Boulder, Colorado. These units sit on lots that range in size from 1,100-1,400 square feet. The bottom photo is from Buena Vista, Colorado. The housing units shown are referred to as "Katrina Cottages," which are small single family homes.

Neighborhood Commercial



A coffee shop is the cliché example of neighborhood serving commercial. Neighborhood commercial is intended to serve, and be supported by, residents in the surrounding neighborhood. This type of commercial is less reliant on customers from outside the neighborhood and therefore does not necessarily need to be located along high volume streets, such as a highway.



POLEYARD

Opportunities

The Poleyard is a site located in unincorporated Grand County just north of the Fraser Valley Elementary School. The site is bordered by St. Louis Creek on the south, the Union Pacific Railroad on the east and private property on the north and west. The railroad and creek present challenges to connecting a Poleyard street network to the existing Fraser street network. If feasible, it is recommended that a connection be made between the Town's street network in "old town" and the Poleyard. A street connection may be feasible near the Fraser Valley Library. Further study is recommended.

Similar to Victoria Village, the Poleyard offers an opportunity to bring additional housing within walking distance of downtown Fraser. Furthermore, the Poleyard presents opportunities to create space for business and trades. Based on feedback from the community, there are limited spaces available for trade industries in the Fraser Valley, which presents an opportunity for the town to grow and diversify its economy, if there's a market for these industries.

St. Louis Creek is a unique natural amenity along the southern edge of the Poleyard site that could be integrated as a feature of development on the Poleyard site.

Refer to the *Development & Economic Overview and Property Development Strategy* in the Appendix for a detailed discussion on the development challenges and opportunities presented by the Poleyard.

Workforce/Attainable Housing



The Miller Ranch development, in Edwards, Colorado is an example of an affordable/workforce housing project that Eagle County constructed through a public-private partnership. Miller Ranch offers a range of housing units from small single-family homes, to duplexes, to apartments. The range of units creates more opportunity for Eagle County residents with various income levels to find a housing unit within their price range.

Design Recommendations

The recommended improvements and design elements for the Poleyard site are:

- Ensure that development on the site facilitates creation of a unique, walkable neighborhood. Consideration should be given to integration of business and trade spaces into the neighborhood. Providing space for these types of uses may provide opportunities for economic diversification/growth that do not exist elsewhere in Fraser.
- Design features to consider include: (1) Creating a well-connected neighborhood street network that encourages pedestrian activity (i.e., a gridded street network with narrow streets and alleyways, streets designed to accommodate on-street parking, sidewalks, street trees and pedestrian scaled street lighting); and (2) Encouraging homes to be designed with front porches to foster social activity along neighborhood streets.
- Create a gridded neighborhood street network that ties into Fraser's existing "old town" street grid (if feasible).
- Explore integration of St. Louis Creek into the site design for the Poleyard.

Implementation Actions

Listed below are specific implementation actions recommended to facilitate the development of the Poleyard site:

- Engage the property owner(s) and/or their representative(s) to review concepts developed for the Poleyard, as well as site challenges and opportunities. Work to establish a cooperative partnership between the property owner(s) and the Town.
- Engage Grand County to inform elected and appointed officials, and staff, of Fraser's vision for the Poleyard. Collaborate with the County on a joint vision for the site that works towards achieving the community's goals.
- Develop and maintain a mutual agreement between the Town and Grand County regarding development and potential annexation of the Poleyard site.
- If annexed, use the annexation and entitlement process to ensure that development of the Poleyard site achieves the community's vision and goals.

Business/Trade Space



The Poleyard presents an opportunity to create business and trade space within Fraser. Based on community feedback, there appears to be a limited amount of space available for trades in the Fraser Valley. If there is a strong market for trades in the Fraser Valley, providing space for these types of businesses could help the Town diversify and grow its economy.

KEY NEXT STEPS

The public engagement process and this report serve as a foundation for making the community's vision for downtown Fraser a reality. However, successful implementation will depend upon continued collaboration among Town staff, elected and appointed officials, stakeholders and members of the public. In addition, further investigation into implementation actions may be necessary in order to better understand their specifics.

Next steps that are key to sustaining momentum include:

Prioritize:

- Craft a priority list for implementation projects. Preference should be given to those projects that are easily implemented.

Establish and Maintain Partnerships:

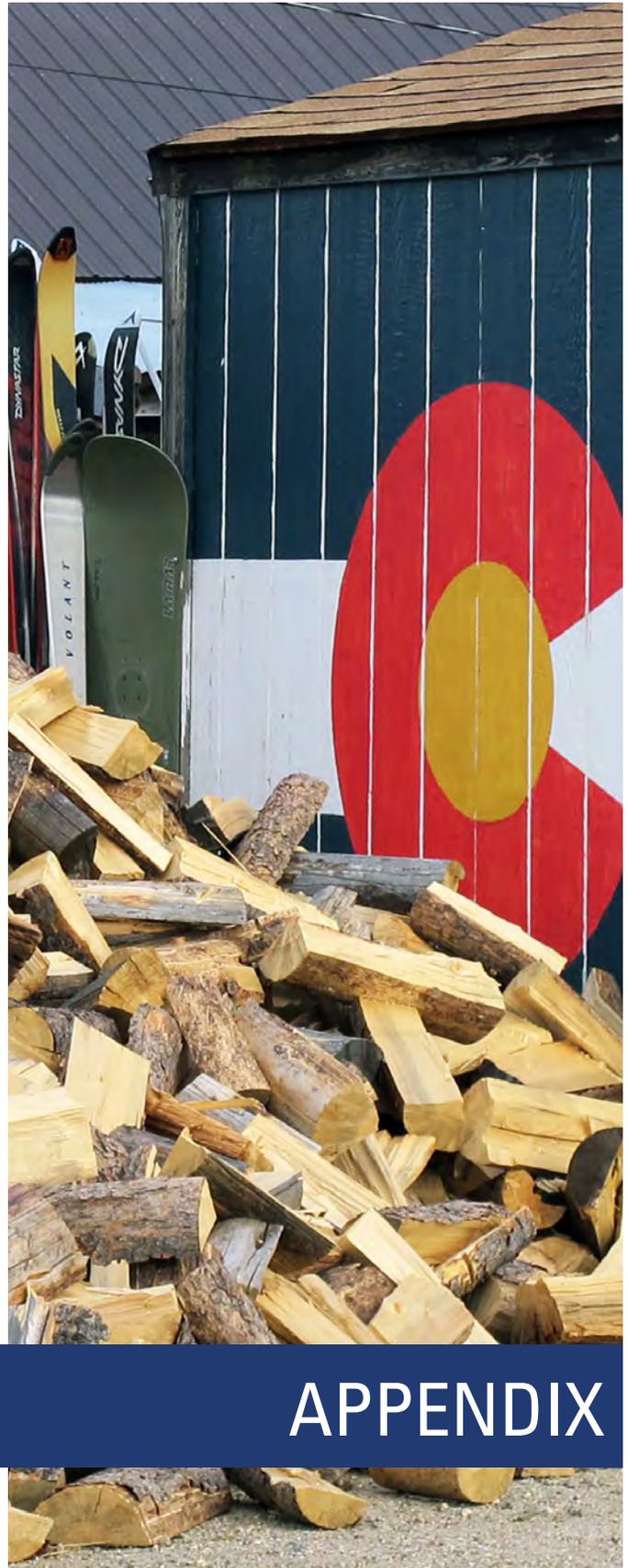
- Engage the Colorado Department of Transportation in a partnership to support and jointly finalize design of US40 gateway medians, improved crossings, a new crossing at Byers Ave and a new sidewalk between Grand County Rd 804 & Clayton Ave.
- Engage the Town Board/Planning Commission, Town staff, stakeholders (e.g., property owners, businesses, etc.) and the public to maintain support for the downtown vision and goals. Engagement techniques could include regular progress updates posted online, updates at Board/Planning Commission meetings, or open houses to showcase implementation projects.
- Explore options for public-private partnerships to facilitate development/redevelopment within the Riverwalk District, Victoria Village and Poleyard (when applicable). Public-private partnerships take a variety of forms, therefore outside consultation may be required to develop partnerships that are best suited for Fraser.
- Engage Grand County to establish a shared vision for the Poleyard and work to develop a mutual agreement between the County and Town regarding future development and potential annexation of the site.

Implementation Funding:

- Compile an inventory of grant opportunities (e.g., Highway Safety Improvement Program, Safe Routes to School, Community Development Block Grants) for implementation of public improvements. Actively pursue those opportunities when they become available.
- Create a plan for annual allocation of funds from the Town's budget to be used for implementation projects. Allocation of public dollars indicates to the private sector that the Town is serious about implementing the community's vision.
- Explore a variety of funding mechanisms to facilitate development/redevelopment of key sites within, and adjacent to, downtown Fraser. Options to investigate include Special Financing Districts, Town incentive programs (e.g., waiver of fees), Colorado Brownfields programs, Colorado Department of Local Affairs programs, and Crowdfunding. Refer to the "Local Funding Sources" section (p. 88) of *Colorado Downtown Streets: A Tool for Communities, Planners, and Engineers* for additional information on potential funding options. <https://drive.google.com/file/d/0B-vz6H4k4SESMTU4ajN6WkR3YOU/view>

Facilitate Private Sector Investment:

- Review, and modify as necessary, Town policies and land use regulations to ensure that they facilitate the desired development and street networks. Ensure that policies and regulations provide a predictable and streamlined process for development that achieves the community's vision and goals.
- Compile information (e.g., physical/site, infrastructure, zoning, market data, etc.) for the key development sites identified (i.e., Riverwalk District, Victoria Village and Poleyard). Market these development opportunities to a broad audience. Utilize online platforms, such as OppSites.com, to showcase opportunities to the worldwide development community.



APPENDIX

Development & Economic Overview and Property Development Strategy

During the Goal Setting Workshop the Town of Fraser self-identified housing needs and economic development needs including: developing a diverse and resilient local economy that supports locally-owned and operated businesses, in addition to fostering entrepreneurship; and expanding and diversifying local housing options.

Re/development analysis was conducted for three sites in and adjacent to Fraser which offer opportunities for development or redevelopment to further Fraser's housing and economic development goals.

REAL ESTATE MARKET OVERVIEW

The Town of Fraser's location in proximity to Winter Park Ski area creates opportunities and challenges regarding business mix, residential growth, and property utilization. The following overview includes residential, commercial, and light industrial real estate in Fraser.

Residential Real Estate

The historical footprint for the Town of Fraser includes traditional single- and multi-family homes. Nearby residential development tends to be oriented toward higher-end retirement, resort, second-home, and vacation rental housing. This dichotomy puts upward pressure on housing prices, and more importantly, permanent resident workforce housing availability. While real estate listings are relatively plentiful for seasonal and short-term rentals, there are comparatively few sales or rental properties on the market "in town". Primarily due to a robust tourism economy in Grand County new construction tends to target higher-priced second-home and resort units rather than workforce and family housing. A detailed discussion follows.

Residential Market Summary

- What has historically been a community for long-term residence is now facing decreasing availability
- There are few rental units in the \$1,000+/- range and waiting lists for affordable apartment homes; there are newer, larger, high-finish units available in the area for about \$2,000 per month and up.
- The relatively high proportion of rental units, low availability, and high proportion of rent as a percent of household income is likely skewed due to the resort and tourism nature of the local economy.
- The dichotomy in resort- versus resident-oriented housing and in a rising construction cost environment, higher-end resort style construction is occurring, but little long-term resident housing construction.
- While for-sale home prices appear to be within reach for long-term residents, there is very little supply and rising construction costs further limit new construction for this market segment.

Residential Rental Market

A search for in-town apartment and condo rentals yields just a few units asking between \$800 per month and \$1,000 per month in older buildings. There are several income-limited affordable rental units priced at around \$650 per month, however all with waiting lists. There are newer, larger, high-finish units available in the area for about \$2,000 per month and up. This dichotomy is supporting continued resort style construction, but little local-resident housing construction.

Simultaneously, Fraser has a relatively high number of rental units relative to owner-occupied units. According to U.S. Census Bureau, 2011-2015 American Community Survey estimates for 2015, Fraser's housing occupancy is: 48% renter occupied units compared to Colorado's 36%; and 68% of Fraser's renters are paying more than 30% of their household income for rent compared to the state's 51%.

The relatively high proportion of rental units, low availability, and high proportion of rent as a percent of household income is likely skewed due to the resort and tourism nature of the local economy. There are likely seasonal and year-



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round rentals that are split between several (or many) unrelated parties. Additionally, many units are in use as “hidden” short-term vacation rentals and unavailable for residents or relocations to Fraser. This is confirmed anecdotally through interviews with local residents.

Residential For-Sale Market

In-town residential for-sale units show a similar pattern as the rental market, with a limited number of attainable housing options available and likely to be in aging townhomes and condos. Zillow.com reports the third-quarter 2016 median home value in Fraser is \$257,900, representing an estimated 10.6% increase in value over the past year. Amongst the Grand County communities of Fraser, Granby, Grand Lake, and Winter Park, Zillow.com data indicates that Fraser has the lowest estimated values for all homes (\$275,000), for single-family homes (\$274,200), and condos (\$183,400). The 2016 median list price per square foot in Fraser is \$236, which is virtually equal to the Grand County average of \$238.

While home prices appear to be within reach for long-term residents, there is very little supply and rising construction costs further limit new construction in this price range. According to the 2015 American Community Survey median home value in Fraser was \$247,800. Generally, homes that range from about \$200,000 to \$250,000 are generally affordable (less than \$1,000 per month rent at current lending rates). Surveys of current Fraser for sale listings include:

	<p>Townhouse built in 2005 1 bed 1 bath 814 sf Listing price \$259,900/\$319per sf Zillow value estimate \$245,392 Zillow est. mortgage \$917/mo</p>
	<p>Townhouse built in 1978 2 beds 3 baths 1,280 sf Listing price \$239,900/\$187 per sf Zillow value estimate \$251,163 Zillow est. mortgage \$846/mo</p>
	<p>Condo built in 1983 2 beds 2 baths 981 sf Listing price \$165,000/\$168 per sf Zillow value estimate \$251,163 Zillow est. mortgage \$582/mo</p>

Commercial Real Estate

Historically, Fraser’s local economy is construction-, mechanical-, and natural resources-based, servicing the entire Fraser Valley. According to the U.S. Census Bureau, 2011-2015 American Community Survey estimate for 2015, the greatest employment is in: accommodations and food service (49%) and arts, entertainment and recreation (13%); construction (16%); and agriculture, forestry, and other natural resources (7%). Fraser’s commercial property inventory reflects this work force.

Commercial Market Summary

- Aside from the Safeway and Murdoch Centers, there is a lack of retail occupancy and updated buildings in town.
- There is office and small business spaces in town but primarily, however there is a lack of modern, well located space for the business community to grow.
- There is a shortage of locations for light industrial users to locate or relocate and a lack of capacity for business start-ups needing light- or flex industrial space.

Fraser's retail market primarily includes two shopping centers (Safeway Center and Murdoch Center) at the southern gateway to town; and older one- to three-tenant free-standing buildings concentrated along US40 (Zerex Street). Various commercial uses are dispersed west of US40 and east of the tracks. Rental rates for Fraser retail are generally in the \$13 to \$15 per square foot range for the shopping centers; in town lease rates vary and are usually quoted per space not per square foot. Aside from the Safeway and Murdoch Centers, there is a lack of retail occupancy and updated buildings in town.

The Fraser Valley Professional Building is located at the corner of US40 and Park Ave. Other general commercial space is dispersed around town and used as retail and/or office space, much of it free-standing buildings for a single or several small tenants. Lease rates vary and are usually quoted per space rather than per square feet. There is office and small business spaces in town but primarily, however there is a lack of modern, well located space for the business community to grow.

There are some buildings for sale and they range in price from about \$30 to \$120 per square foot where higher priced buildings likely include residences or multi-tenant spaces. A search for commercial properties currently for sale in Fraser found three listings:

	<p>Built 1984 5,034 square feet 2 floors Includes 2 rental apartments 10 parking spaces Lot Size 0.27 ac Asking Price \$529,900 PRICE/SF=\$105</p>
	<p>Built 1981 2,908 square feet 2 floors Includes 2nd story apartment Lot Size 0.21 ac Asking Price \$349,000 PRICE/SF=\$120</p>
	<p>Built ~1972 1,296 square feet 1 floor 10 parking spaces Lot Size n/a multiple buildings on site Asking Price \$34,900 PRICE/SF=\$27 (may be building only)</p>

Industrial property in Fraser is primarily warehouse and garage style, owner- or single-tenant occupied space; very functional and utilitarian in design. A property search review for sales and lease offerings indicates little to no availability of light industrial space for-sale or for-rent within Fraser. There is a shortage of locations for light industrial users to locate or relocate and a lack of capacity for business start-ups needing light- or flex industrial space.

DEVELOPMENT SITES

Re/development analysis was conducted for three sites in and adjacent to Fraser: Poleyard, Clayton Court (east and west), and Victoria Village. Assets, challenges and opportunities for all are summarized below.

Poleyard

The 10.17 acre site is currently in use as a timber processing site where bark is stripped and logs are shipped. The site has excellent dimensions for multi-family housing, planned unit development, commercial development or a combination. No utilities are to the site but water and sewer may possibly be extended from Fraser. Annexation of this property to Fraser may be possible.

The Poleyard site is currently listed for \$1,750,000 (\$172,074/ac or \$3.95/sf), and was last listed for \$1,350,000 in December 2015. The property sellers may be willing to participate in a joint venture with a buyer/developer.

Assets

- The site is adjacent to the north side of Fraser town limits and in the direction of edge growth.
- Frontage and exposure to US40 (but no direct access across the railroad right-of-way to US40).
- The 10.17 acre site is generally level & flat.
- Excellent site dimensions for multiple types of uses and road grids.
- There are no permanent improvements on the site and no horizontal infrastructure to constrain new development; a couple of aging buildings on site assumed are on well and septic.
- St. Louis Creek is a natural open space amenity along the south edge of the site.
- There are utility tie-ins at US40.

Challenges

- The site is currently in unincorporated Grand County and would possibly need annexation to Fraser for utility, fiscal, and local ordinance purposes.
- No utilities to the site currently and would need infrastructure investment.
- There is an existing business on the site.
- Need to have the right reuse opportunity to warrant infrastructure investment.
- The railroad recently eliminated the only rail crossing that provided direct access to US40 leaving limited direct access to US40 (although there is paved access to the site on CR-5 and CR-50).
- There are several buildings on the site needing demolition prior to site reuse; although this should be straight forward and easy.
- Large saw dust piles from current log stripping operations need to be relocated (perhaps recycled) from the site.
- Unlikely, but saw dust piles may start below grade and be larger than what can be seen and potentially needing fill.

- Depending on the dispersion of saw dust over the years there may be soil stability issues.
- Reviews of FEMA Flood Maps indicate that about 100 feet on either side of St. Louis Creek is in a 100-year Flood Zone.
- New ROW direct access to Old Town would need to cross St. Louis Creek.
- On-site wood processing may have left remnants (creosote or other wood treatments) and may be of environmental concern; possible surface, shallow soil, and/or groundwater issues from dipping, treating and other processing activities may need to be addressed.

Opportunities

- Potential street connection to the Old Town neighborhood between the library and the school (privately-owned parcel and owners may be willing to donate to the Town for right-of-way).
- This access would create a connection from the Poleyard site to neighborhood, civic buildings, and businesses in Old Town.
- The Old Town connection would provide links to Fraser's "Civic Campus" including the library, school, park, train platform, and town hall.
- The site has access from US40 which could support commercial and light industry development.
- Potential uses could include housing, showroom, light industrial, flex space, and/or storage units.
- Horizontally mixed-use may be a possibility with housing on the south transitioning to commercial, flex space, and light industrial uses on the north.
- Commercial and light industrial placement could create a sound barrier between homes to the west and the rail tracks on the east.
- Possible recreational trail connection opportunities.

Clayton Court

This assemblage encompasses 3.5 acres on both the east and west sides of Clayton Court.

Assessor's Parcel Index



East Clayton Court Assemblage

The assemblage is comprised of 6 adjacent parcels, each with a consecutive assessor's parcel number ranging from 158719144-002 to 158719144-007 (Lots "2" to "7").

Assets

- The 6 adjacent parcels aggregate to 2.27 acres that are relatively flat and gently slope to the Fraser River on the east.
- The linear configuration of the lots enables good curb cut access from Clayton Court to each lot.
- There are existing water and sewer utilities servicing Clayton Court, however additional infrastructure investment may be needed to service future development. The lots are also served with electricity, but not natural gas.
- There are existing water taps on lots 2, 5, 6, and 7.
- The Town owns a property which could provide a street right-of-way connecting with Fraser Ave near the "FroDo" site.
- Highway access is good with a signalized traffic intersection at Clayton Ave and US40.
- All lots back up to and include riparian areas next to the Fraser River which provides river front and trail access
- 5 of the individual lots are deeper rather than wide and each would be suitable for single-family, duplex, or possibly fourplex housing units; the 6th lot has larger and relatively wider dimensions
- As an assemblage, the overall site has sufficient dimensions to support commercial or residential development.

Challenges

- These six lots entail four different owners of record. While all owners have shown interest in selling, there may be internal conflicts in finding common goals, motivations, and deal terms as an assemblage. Family relations amongst owners could facilitate either an easy transition or a conflicted transition.
- The assemblage has 4 trailer homes all installed in 1977, in various conditions ranging from occupied to unusable. There is also a wood shed style structure in poor condition on site. All need removal for new development.
- There is an estimated 20 foot grade differential between Clayton Court and US40.
- Currently Clayton Court dead-ends with access only to US40 via Clayton Ave. The Town owns a property which could provide a street right-of-way connecting with Fraser Ave near the “FroDo” site alleviating the dead end.
- All lots back up to and include riparian areas next to the Fraser River with a high water table and wetlands issues that may hinder development on the east side of the assemblage.
- Reviews of FEMA Flood Maps indicate that the east edge of lot 7, and possibly lot 6, are in a 100-year flood zone.
- No taps on lots 2 and 3, but easy tie in to existing water main in the adjacent Clayton Court right-of-way.
- The existing trailer homes may possibly contain asbestos insulation and/or building materials; this would pose an environmental issue if trailer components are cracking, broken, or damaged and could be threats to air and soil quality.
- Construction debris or similar was observed on Lot 2; there may possibly be asbestos in the debris depending on its origin.

Opportunities

- These six lots entail four different owners of record and all have shown interest in selling.
- Owners have a long history with the Town and seem to have the Town’s best interests at heart.
- Unknown family, social, community, and other relationships may encourage a resolution for all owners to work cooperatively.
- The linear alignment of the lots provides an opportunity for flexible and selective aggregations, as well as project phasing as appropriate.
- Access to the Fraser River, open space, and trail amenities suggests: residential; park; or restaurant, entertainment, and river-oriented establishments along the east boundary.
- A street connection to Fraser Ave on the north would create a loop between US40 and Fraser Ave, and along with “FroDo” site development, could enable Clayton Court to become an active mixed-use district.

West Clayton Court Assemblage

The assemblage is comprised of 5 adjacent parcels, with assessor's parcel numbers including 1587191120-011, 1587191440-015, 1587191120-021, 1587191000-027, and 1587191000-028 (Lots "11", "15", "21", "27", and "28").

Assets

- Owners of all lots in this assemblage are willing to talk/willing to sell (related to Clayton Court East property owners).
- Frontage to US40 provides high visibility as people come into Town for personal, lodging, and commercial trips.
- Sloping site can enable unique designs.
- This site is below the grade of US40 providing privacy to residential uses, or exposure to commercial uses depending on design.
- Close to transit center (bus stop).
- Main street high visibility frontage.

Challenges

- Lot 21 is owner-occupied and they have recently assembled surrounding lots; the owners-operators may be too-well vested to undertake a relocation to enable a sale.
- There are vacant commercial buildings at the southern gateway of the commercial district.
- Redevelopment may intrude upon Fraser's small business district and negatively impact business owners. In reality, there is just a handful of tenants currently occupying commercial uses along US40 and this is unlikely to be a major land use concern.

Opportunities

- A street connection to Fraser Ave on the north would create a loop to US40 and, along with "FroDo" site development, could enable Clayton Court to become an active mixed-use district.
- There is an estimated 20 foot grade differential between Clayton Court and US40 enabling multiple uses that may include: residential below the elevation of US40; residential or commercial at the US40 elevation providing exposure; mixed-use with second story commercial facing US40 and first story residential facing Clayton Court; or second story commercial and tuck under parking accessed via Clayton Court.
- Slopes could support redevelopment at grade with US40 and also allow for tuck under parking accessible from Clayton Court.
- Good street exposure opportunities on US40 for commercial use.
- Two abandoned buildings on lots 8 and 9 could make way for redevelopment.
- Lot 8 is bank owned and perhaps easily acquired (although some indications show that the lot may have been transferred to the HUD).
- Lot 28 may be a good location for a pocket park or transit stop.
- The Lot 21 owners have an assembled a site of significant size in the heart of the "FroDo" area and would provide a blank slate for complimentary reuse.

Victoria Village

The 9.31 acre Victoria Village site (net of streets) is located on the north side of Town on the east side of US40. Victoria Village was platted into 46 separate residential lots in the 1980's but no construction has occurred. The most recent vision for Victoria Village was a self-contained resort village to service resort guests. Given that the site is currently vacant, re-platting for a different use is possible.

Assets

- This site is relatively flat (except low ground along the St. Louis Creek bed bisecting the site), and general slope up to the north.
- There is sufficient dimensions to support various types of development including infrastructure
- There is good access to the site from US40 near Park Ave and from the north side of Fraser's town core.
- There are existing water and sewer utilities servicing Victoria Village, however additional infrastructure investment may be needed to service development on the site.

Challenges

- There is an owner with a vision who has taken steps towards development (re-platting the subdivision).
- St. Louis Creek bisects the area from west to east which could create site planning limitations; however the existing plat provides evidence that these constraints are minor compared to the overall size of the site.
- Reviews of FEMA Flood Maps indicate that about 100 feet on either side of St. Louis Creek is in a 100-year Flood Zone.

Opportunities

- This site's location makes it highly suitable for commercial, light industrial, or residential development; or a combination.
- The southern edge of this parcel is adjacent to commercial buildings in the Town core and could be opportunities for office or higher finish flex commercial buildings for start-up, office and showroom uses.
- St. Louis Creek bisects the area from west to east which could provide a natural amenity to site development.

A PROPERTY DEVELOPMENT APPROACH

Based on research reported herein, a lack of affordable and modern residential, commercial and industrial property, targeted to locals is creating an obstacle to economic and community development. Fortunately, there are development and redevelopment opportunities available to address these issues. New development can facilitate the community's desire for new households, professional jobs, tech jobs, small-scale advance industry jobs and telecommuters.

This analysis focuses on three development parcels: the Poleyard site, Clayton Court, and Victoria Village. The "FroDo" site is already recognized as a visible site in the heart of Fraser's core and development opportunities are already engaged. There may be other opportunities as well that were not addressed in this analysis.

1. There is no single source that aggregates information on available housing and commercial space available, For-Sale or For-Rent. There needs to be an inventory maintained to assist people and businesses looking for space. The Winter Park housing agency is beginning an inventorying process and Fraser should support and collaborate on these efforts.
2. Ordinances and/or rules should be put into place to ensure that new housing is dedicated primarily to long-term residents and not seasonal or short-term resort rentals.



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3. All three sites have unique challenges to initiate re/development. It is suggested that the following approach balances market need, timing, and logistics:
 - a. The southern properties in the Clayton Court area would be an ideal first step for starting redevelopment in Town. Starting with lots closer to Clayton Ave will provide visible changes to town, generate excitement, and be visible to travelers on US40. Clayton Court has infrastructure installed (some upgrades/relocation may be necessary), is on the market, and is suitable for residential and commercial development. Being at the southern gateway to town and in the town core, this is likely to be the logistically easiest to initiate. Along with progress at the “FroDo” site and connecting the “street loop”, this development would boost the image and desirability of Fraser as a location and provide needed housing stock and diversity.
 - b. Victoria Village presents opportunities for commercial development for growing local businesses adjacent to the current town commercial core and also to provide needed housing. The site is already within town limits and there is existing utility infrastructure on-site. However, utility infrastructure upgrades and/or relocation may be required for development in Victoria Village (further evaluation will be necessary). This site could expand the existing commercial core with new modern and flexible spaces suitable for telecommuters, small-scale manufacturing or personal service providers. The major challenge to this site is the current owner’s vision for a self-sufficient resort project, their willingness to sell or partner, and at what cost.
 - c. The Poleyard would require annexation and infrastructure development. The eastern portion of the site could accommodate needed light industrial and commercial flex space and be developed before residential lots. The street connection across St. Louis Creek could be developed in later phases of residential development on the western portion of the site. Additionally, the current owners have indicated willingness to joint venture or partner with a developer which could reduce costs and enable a fast start to development.

Clayton Court appears to be ready to go and will make the greatest, fastest impact on a “new” old Fraser and has the potential to accelerate momentum. This would likely be the first place of focus.

Both the Poleyard site and Victoria Village have the potential to provide new housing and business property development. Following Clayton Court either of these sites can be developed in phases, ideally commercial or light industrial to complement new housing at Clayton Court. They are equally challenged in terms of timing however Victoria Village, being in town and adjacent to the core, would likely have a greater holistic impact and should be considered a second phase, or potentially a concurrent phase after Clayton Court.

Lastly, the Poleyard site presents a similar opportunity as Victoria Village and should be considered as future expansion of a horizontally mixed-use project with light industrial and/or showroom development. Should the Victoria Village property owners not be interested, the Poleyard could serve as the second phase of redevelopment projects.

COMMUNITY AND ECONOMIC DEVELOPMENT OPPORTUNITIES

The goal setting workshop conducted with this effort identified specific topics that could improve Fraser's local economic environment and facilitate readily accessible local goods and services. A resilient community blends together a mix of employment, business, and lifestyle features.

Currently, progress towards a resilient Fraser is constrained by physical factors including a lack of diverse and affordable housing, limited space for new modern businesses, and little sense of having arrived in a distinctive independent town. The Fraser community has done an excellent job in identifying specific personal service and business needs. The following approach addresses foundational strategies to a more economically resilient Fraser:

1. Activate what you already have
 - a. Need to know what properties you have – inventory
 - b. Aging commercial space could be used by new businesses
 - c. Market the available spaces as a community along with local realtors
 - d. Grow and attract new businesses
 - i. Retail leakage study
2. Draw families to town
 - a. Continue to improve lifestyle amenities in Town
 - b. Create and retain attainable housing
3. Draw entrepreneurs to town
 - a. Tap into the tourism market, both guests and seasonal workers from Colorado and around the country and world are future business owners and work force
 - b. Market those amenities to the state and national business communities
4. Improve the Business Infrastructure
 - a. Small Business Development Center
 - i. Greater collaboration with the SBA office in Granby with coordinated office hours in Fraser (perhaps at the library)
 - ii. Create distance learning opportunities
 - iii. Bring small business counselors in for in-person session
 - iv. Engage a dedicated specialist to brand Fraser as a location-neutral destination for small business and entrepreneurs, and to research and attract outside start-ups.
 - b. Improve internet digital access (in progress)



5. Support unique entrepreneurial ventures
 - a. Track technology impacts on business organizations and mobility
 - i. Seek emerging location-neutral business opportunities
 - ii. Target these opportunities and reach out in attraction efforts
 1. Employees
 - a. Hired Staff
 - b. Physically in-house
 - c. Telecommuter
 2. Contingent workers
 - a. Leased Staff
 - b. SOW Contractors
 - c. Outsourced Functions
 3. Outsourced light manufacturing, research, and administrative functions
 4. Vendors and supply-chain opportunities
 - a. Facilitate the creation of diverse and affordable housing, commercial space, and light industrial flex space.
 - b. Create incentives for water and sewer tap fees and possibly reprogram the Town's capital investment plans to provide and/or upgrade infrastructure for targeted development sites.
 - c. Manage tourism impacts on town, i.e., – short term and seasonal rentals to build a durable permanent resident base.

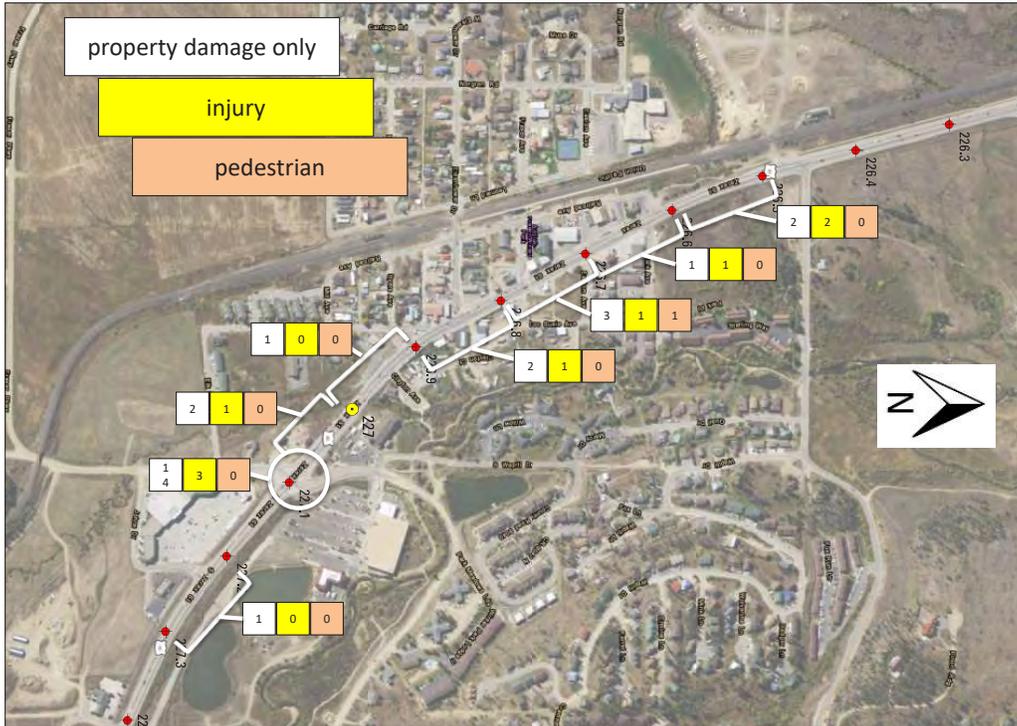
Economic Opportunities

New development brings with it economic impacts. For informational purposes, the following table summarizes a preliminary evaluation of select economic and fiscal indicators:

Property Tax Impacts	Poleyard	Clayton Court	Victoria Village
Actual Value (2015)	\$280,250	\$1,126,170	\$320,140
Assessed Value	\$81,270	\$216,070	\$92,820
Town of Fraser Mill Levy	5.886	5.886	5.886
Town Tax Revenue	\$0	\$1,272	\$546
Potential New Development ¹	40 residential units and 30,000 sf of commercial space	30 residential units and 20,000 sf of commercial space	50 residential units and 10,000 sf of commercial space
Potential Future Assessed Value ²	\$720,400	\$480,300	\$240,500
Potential Future Annual Town Tax Revenue ³	\$4,240 ⁴	\$2,827	\$1,416
Potential Future Annual Incremental Revenue	\$4,240 ⁴	\$1,555	\$870
New Household Impacts			
Aggregate New Household Income ⁵	\$2.3 million	\$1.8 million	\$2.9 million
1. For illustrative purposes only; assumes all utilities and infrastructure are installed and CO's issued 2. Estimated assessed values: Commercial @ \$24/sf; Residential @ \$10/sf 3. Town of Fraser only- Mill Levy @ 5.886. Does not include other taxing entities. 4. Assuming site has been annexed into the Town of Fraser 5. Average household income based on U.S. Census Bureau, 2011-2015 American Community Survey Estimates for 2015 (\$58,446)			

US40 CRASH ANALYSIS

The following slides were selected from the presentation given by Charlier Associates at the Design Workshop. These slides provide an analysis of CDOT's accident data (from November 2010 to March 2015) for US40 through downtown Fraser. The safety and mobility improvements recommended for US40 are based on the findings from this crash analysis.



crash type (Nov 2010 – Mar 2015)

type	total	pdo	injury
rear end	14	10	4
broadside	5	2	3
sideswipe	3	0	0
approach turn	3	0	0
parked car	2	0	0
head on	1	0	1
pedestrian	1	0	1
miscellaneous	5	5	0
	34	24	10

traffic speeds are too high

crash location (Nov 2010 – Mar 2015)

	property damage only	injury	
at intersection	18	8	26
not at intersection	5	3	8
	23	11	

high injury rate for in-town crashes

traffic speeds are too high

high crash location – safeway intersection



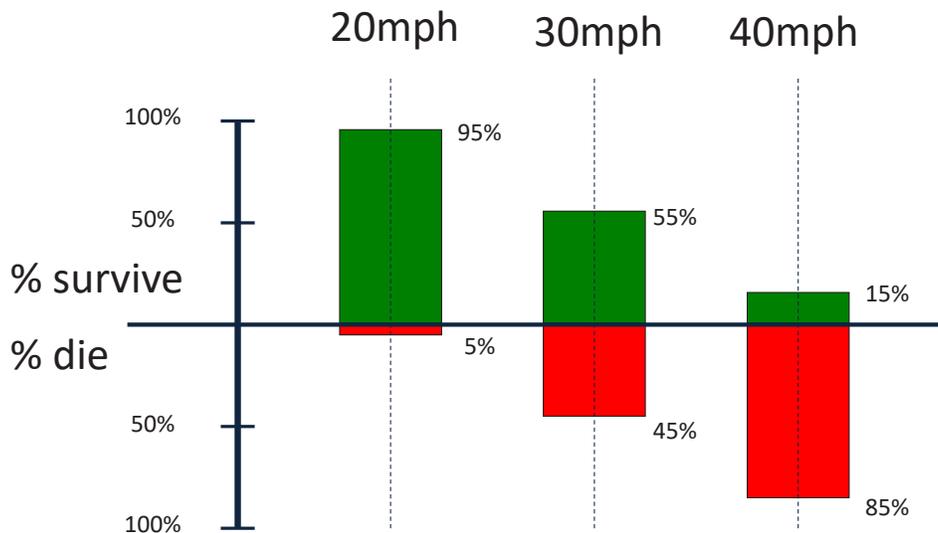
highway to downtown deceleration

14/17 crashes were not turning movements

second highest crash location – fraser intersection

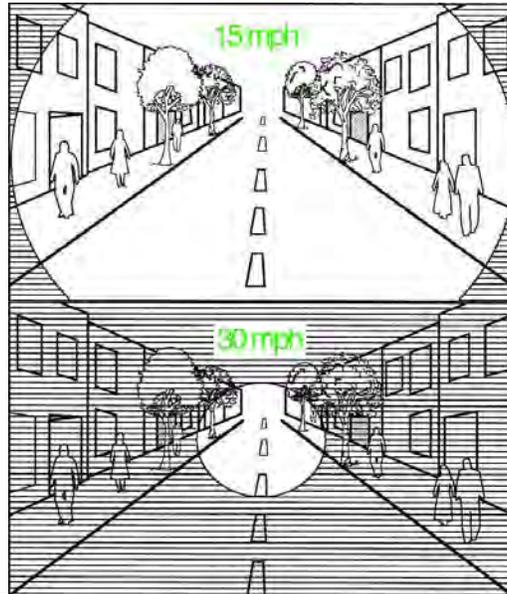


pedestrian survival rates & vehicle speed



driver's cone of vision

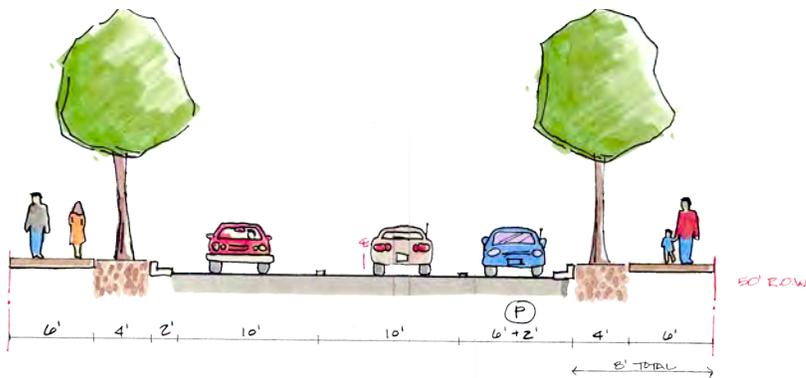
varies with speed



LOCAL STREET CROSS SECTIONS

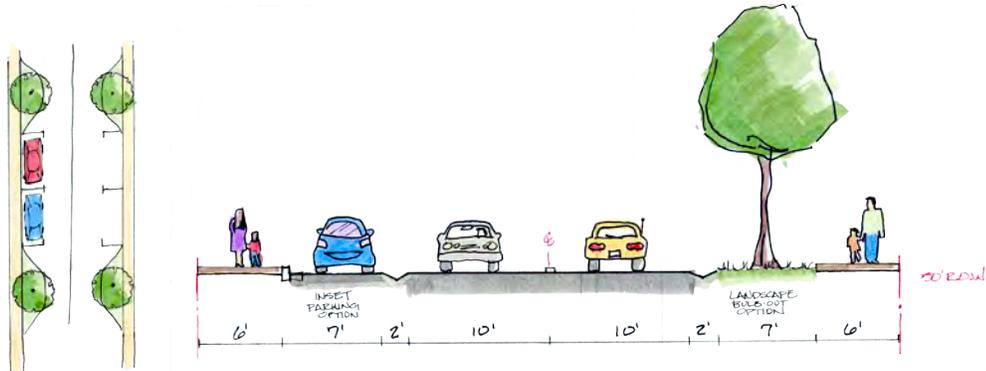
The following local street cross sections were developed for consideration in the design of new local streets within the Riverwalk District, Victoria Village and the Poleyard. The sections shown work within a 50' right-of-way, with the exception of the "Option to Provide Diagonal Parking" section. The diagonal parking section requires an additional 13' of right-of-way (total right-of-way of 63').

LOCAL STREETS



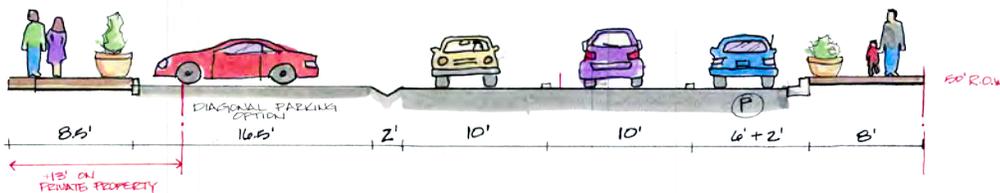
TYPICAL MIXED-USE STREET

ON-STREET PARKING ON ONE SIDE OF STREET



LOW-IMPACT MIXED-USE STREET

ALTERNATING LANDSCAPE BULBOUTS FOR INSET PARKING



OPTION TO PROVIDE DIAGONAL PARKING

PARKING + SIDEWALK EXTENDS OUTSIDE OF 50' ROW.

ROUNABOUT FEASIBILITY STUDIES

Per the Town’s request, the CB Team evaluated the feasibility of roundabouts at the intersection of US40 & Eisenhower Drive and the intersection of US40 & Grand County Rd 804. The sketches (to scale) developed to illustrate the feasibility of roundabouts at these intersections, and are provided below:

2-Lane Roundabout at US40 & Eisenhower Drive



2-Lane Roundabout at US40 & Grand County Road 804



PROS:

- Improved traffic flow
- Opportunity to add landscaping, public art

CONS:

- Requires substantial private property acquisition
- Continuous flow of vehicles may make pedestrian/ bicycle crossings of US40 more challenging
- Continuous flow of traffic along US40 may make it more challenging for vehicles to access the highway from side streets
- Limited reduction in traffic speeds
- Cost, relative to other intersection treatments

PROS:

- Improved traffic flow
- Opportunity to add landscaping, public art
- Potential reduction in vehicular crashes at this intersection
- Requires minimal private property acquisition

CONS:

- Continuous flow of vehicles may make pedestrian/ bicycle crossings of US40 more challenging
- Continuous flow of traffic along US40 may make it more challenging for vehicles to access the highway from side streets
- Limited reduction in traffic speeds
- Cost, relative to other intersection treatments

PUBLIC COMMENT - GOAL SETTING WORKSHOP

The following public comments was compiled during the Goal Setting Workshop:

Fraser Assets

- Natural Beauty
- River
- Sun & Cold (weather)
- Proximity to lakes – recreation opportunities
- Proximity Rocky Mtn National Park
- Trail network
- Amtrak/Ski Train
- Rail service for freight
- Recreation Center
- Resort Region
- Large network of nordic trails
- Mtn bike trails
- Real community
- Real neighborhoods
- Rich history
- Creative artistic community
- Public art
- Elementary school in town
- Library
- Proximity to Denver/Front Range

Community Needs

- Affordable Housing
- Diversified Economy
- Good Jobs: Professional
- Tech jobs
- Telecommuters
- Adult Education
- Basic Retail Needs
- Light Industry/Manufacturing Jobs
- Outdoor rec. manufacturing
- Medical Services
- Broadband
- Municipal Broadband

What Should Fraser Produce?

- Community Hub (“FroDo”)
- Orientation to the River
- Trail system along the river
- Space that needs to be quirky, accessible, connected
- Create Fraser branding
- “Fraser on the Water”
- “River District”
- River area = golden nugget
- Catalyze funkiness
- Flowers & Trees
- Well cared for community
- Community Events
- Employment
- Jobs
- Light industry/manufacturing
- Housing

Type of Place We Want

- Pedestrian Friendly – easy to get around on foot
- Park in one spot and walk around
- Access across highway
- Access to open space
- Mobility Choices by Transit
- Ways for tourist to get here without cars
- Make Highway 40 work for the Community – slower traffic
- Move here, live here, stay here, open a business here, walk here
- Protect Night Sky
- Indoor Public Space, Public Spaces to get out of the cold that are not bars
- Distinct Town Center
- Focal point
- Character, Activity, Vibrancy
- Attractive to Visitors
- A destination/a place to stop
- Sense of Community
- Independent Identity
- Fraser own identity, not Winter Park
- Sense of place

What Should Fraser Look Like?

- Art Everywhere!
- Great start with bus stop
- Murals
- Eclectic/Cool Buildings

What is Fraser's Identity?

- Real Town
- Unpretentious Mountain Town
- Fun & Funky
- Keep Local Identity – Mainly for Locals
- Keep Historical Identity
- Historical / Amtrak
- Cleaned up a bit but still eclectic
- “Leaving Planet Earth” – should always be an appropriate motto for Fraser
- Laid Back, not an Aspen
- Funky & Unique
- Keep the night sky!
- Friendly / Neighborly
- Fun family town
- Eclectic, unique, fun outdoorsy town
- Find means for local traffic to be off of 40 – Lordy, lordy, not 40
- A Town: Small, historic, fun and cohesive
- Outdoorsy, mountain bike friendly

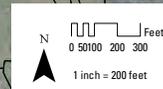
PUBLIC COMMENT - GOAL SETTING WOKRSHOP (TRANSPORTATION MAP)

<p><u>LIKE/WANT</u></p> <ul style="list-style-type: none"> ▪ Crosswalk at Clayton & US40 ▪ Stoplight at Eisenhower ▪ 4-lanes to Safeway ▪ 2-lane on US 40 thru town <ul style="list-style-type: none"> ○ Turn lanes only for 2nd lanes ○ Slows people down ▪ Sidewalks into neighborhoods around the school – unsafe now for kids to walk because there is so much traffic. 	<p><u>IDEAS/OPPORTUNITIES/ACTIONS</u></p> <ul style="list-style-type: none"> ▪ Get people to slow down on US40 without extra stop-lights by putting planters, etc. in the median in downtown Fraser – would beautify the city too! Also safer for pedestrian crossing. ▪ Amtrak – Front Range access ▪ Keep in appealing pedestrian routes
<p><u>DON'T LIKE/ DON'T WANT</u></p> <ul style="list-style-type: none"> ▪ Walmart 	<p><u>CHALLENGES/BARRIERS</u></p> <ul style="list-style-type: none"> ▪ Train tracks ▪ US40 ▪ Lack of sidewalks

PUBLIC COMMENT - GOAL SETTING WORKSHOP (LAND USE MAP)



DOWNTOWN FRASER STRATEGIC PLAN



PUBLIC COMMENT - GOAL SETTING WORKSHOP (LAND USE MAP)

<p><u>LIKE/WANT</u></p> <ul style="list-style-type: none"> ▪ Find a way to get people off of US40 in Fraser. A dense commercial district where people can go to multiple businesses. ▪ Housing with commercial/mixed use below on East Side of US40 in downtown ▪ Land swap with fire department. Fire department to be located on Pole Yard. Use existing Fire Department as Industrial Arts Complex to provide trades as place for further education. ▪ Develop Pole Yard as an industrial/transit complex. ▪ Mini Target or something like that – no Walmart ▪ Bridge over US 40 for safe pedestrian passage ▪ Idea of “River District” mentioned in the meeting sounds worth pursuing – maybe a combination of outdoor community space and businesses that could be a gathering place. Headwaters Trail Alliance Visitor Center is a start, could expand/build off of that. ▪ Between the RR and River develop more mixed-use – lots of housing and business locations – infill development with locals living & playing. ▪ Pocket parks. ▪ Traffic Calming. ▪ Art district. ▪ Love River District idea! – “Fraser on the River.” 	<p><u>IDEAS/OPPORTUNITIES/ACTIONS</u></p> <ul style="list-style-type: none"> ▪ Water access for new people – Important to make sure water for all in future. ▪ More mountain biking themed businesses and art. ▪ Develop “locals” into fixed business location. ▪ Develop Tiny Home district. ▪ Microbrewery ▪ Connect trails into downtown & park & explore. ▪ Fraser river trail connections to downtown.
<p><u>DON'T LIKE/ DON'T WANT</u></p> <ul style="list-style-type: none"> ▪ Walmart ▪ Don't want tiny houses on US40 corridor. ▪ No industrial that would pollute air, river, night sky (lights), or create more highway traffic. ▪ Don't like junk yards (near downtown area) adjacent to Fraser River and Fraser river trail or in town (by Ace). Re-development priority #1. 	<p><u>CHALLENGES/BARRIERS</u></p> <ul style="list-style-type: none"> ▪ We need pedestrian friendly environment. ▪ Avoid putting pedestrians on US40.

PUBLIC COMMENT - GOAL SETTING WORKSHOP (LAND USE MAP)

<p><u>LIKE/WANT</u></p> <ul style="list-style-type: none"> ▪ Reduced speed past County Rd 8 heading north. ▪ I love Fraser’s flowers downtown! More planters & trees. ▪ Multi-use development w/ access to transportation. ▪ Keep small town character. ▪ US40 as two lanes w/ designated turn lanes – boulevard even? ▪ Put back “Leaving Planet Earth” sign. ▪ Keep Fraser funky – character, we’re not Winter Park, more art. 	<p><u>IDEAS/OPPORTUNITIES/ACTIONS</u></p> <ul style="list-style-type: none"> ▪ Housing with commercial mixed use below ▪ Better/more restaurant scene to get more people to pull of US40 ▪ Anchor businesses along US40 in midtown ▪ Gallery space/restaurant/food/apartments ▪ Develop businesses on side commercial streets too, not just US40.
<p><u>DON'T LIKE/ DON'T WANT</u></p> <ul style="list-style-type: none"> ▪ Train noise. <ul style="list-style-type: none"> ○ Agree – sounding policy does not seem standardized. ○ Agree! ▪ No industrial by elementary school please. 	<p><u>CHALLENGES/BARRIERS</u></p> <ul style="list-style-type: none"> ▪ Keep commercial, commercial